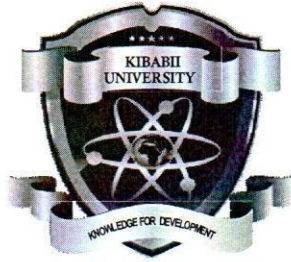


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(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

**2020/2021 ACADEMIC YEAR
FOURTH YEAR FIRST SEMESTER**

MAIN EXAMINATION

**FOR THE DEGREE OF
BACHELOR OF JOURNALISM AND MASS
COMMUNICATION**

COURSE CODE: JMC 401

COURSE TITLE: PUBLIC RELATIONS THEORY AND METHODS

DATE: 13TH JULY, 2021

TIME: 2.00 - 4.00PM

INSTRUCTION TO CANDIDATES

Answer Question **ONE** and any other **TWO** Questions

TIME: 2 Hours

This Paper Consists of 2 Printed Pages. Please Turn Over. ►

KIBU observes **ZERO** tolerance to examination cheating.

QUESTION ONE – COMPULSORY (30 MARKS)

You work in the hotel industry as the public relations manager where the Covid-19 pandemic has hit you hard. The country is on lock down and several employees have been sent home on unpaid leave. When you finally re-open, there is still no business because previously, almost 90% of your clientele were foreign. The management decides to stay afloat by appealing to local clients.

- Pick any two ancient authorities on public relations and discuss their contributions to the field. (10 marks)
- Explain how you can apply these contributions in your communication to the Kenyan public to consider local tourism at your facility. (10 marks)
- Briefly discuss any one media effects theory and explain how you can apply it to your predicament above. (10 marks)

QUESTION TWO (20 MARKS)

- Using a schema, describe the basic communication model. (5 marks)
- Explain how you can apply the model at the workplace. (8 marks)
- Mention the 7 Cs of communication. (7 marks)

QUESTION THREE (20 MARKS)

Your company deals with large-scale production of a consumer product and is expanding. You have identified a location where you intend to set up a very large plant. However, the local community protests, citing pollution as a likely effect. The truth is, your company has already worked out the issue of safe emissions, and the local community stands to benefit than lose.

- As the public relations specialist, advise on the correct communication to the public. (10 marks)
- Identify and explain one public relations theory you can draw insights from as you draw up this communication. (10 marks)

QUESTION FOUR (20 MARKS)

Using clear illustrations, explain the following:

- Press agent/Publicity model (5 marks)
- Public information model (5 marks)
- Two-way asymmetric model (5 marks)
- Two-way symmetric model (5 marks)

QUESTION FIVE (20 MARKS)

- Describe how you can harness the power of social media as a public relations practitioner. (10 marks)
- Explain any five ethical principles in public relations practice. (10 marks)